

Temecula Recovery:

The Future for Viticulture in
Southern California

Temecula Today: Growth and Recovery



Temecula Today: Growth and Recovery



Temecula Today: Investment in Vineyards



Temecula Today: Investment - Tourism



How is this possible?

**The new vineyards are treated
with Admire in May.**

What is happening to non-treated vineyards?

**Losses from PD are economically
significant, often rapid and severe.**

Untreated vineyard: rapid losses.



Treatment:

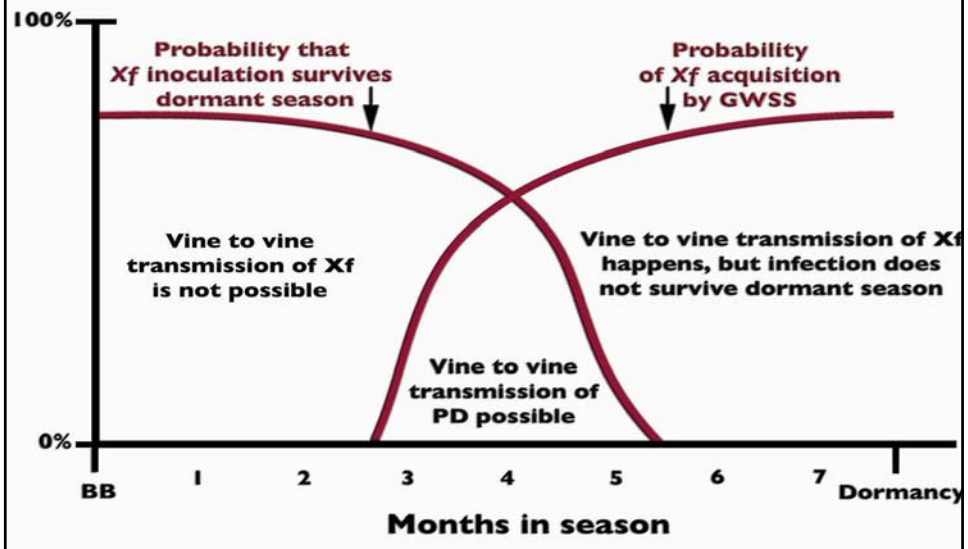
How does it work?
What do we know?

It started as a way to control GWSS during the peak summer population.

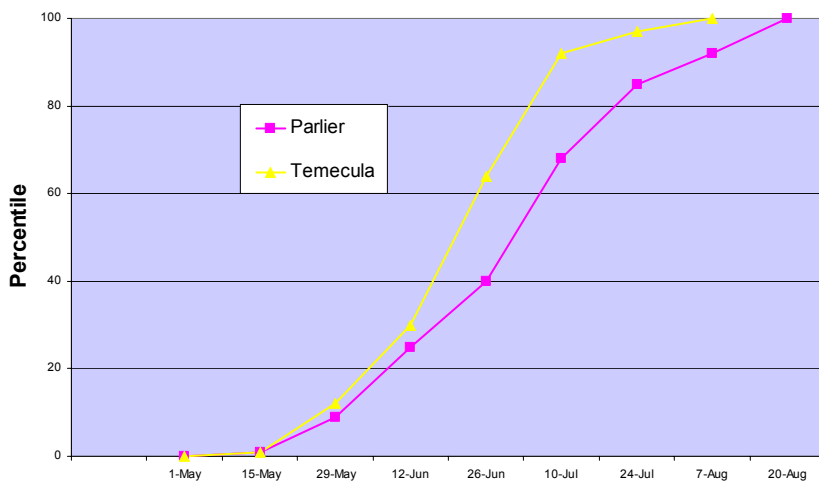
Admire was found to persist at effective levels through the rest of the season.

Vineyards were protected during the window of vulnerability for vine-to-vine transmission of Xf.

Requirements for 2^o Transmission



Xf Appears in New Growth



Where do we stand now?

- 5 years field experience demonstrates that Admire in May protects against vine-to-vine transmission as well as GWSS.
- Know more about the window of vulnerability.
- Ready to make recommendation for growers in So. California.

Recommendations:

- Apply Admire in May.
- Monitor for PD and rogue any infected vines.
- Continue some form of area-wide GWSS management.

Progress in Temecula: Collaboration of Industry, Federal/State Gov., University

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Ben Drake

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Many others

